



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY, SEPTEMBER 26, 2017 AT 6:30 PM
City Council Chambers, Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

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|--|---|
| <input type="checkbox"/> Matthew Olguin, Place Two, Chair | |
| <input type="checkbox"/> Robert Schoen, Place One | <input checked="" type="checkbox"/> Tona Allen, Place Five |
| <input checked="" type="checkbox"/> Linda Ayotte, Place Three, Secretary | <input type="checkbox"/> Troy Storm, Place Six |
| <input checked="" type="checkbox"/> Joe Greco, Place Four, Vice Chair, | <input checked="" type="checkbox"/> Jeff Kikel Place Seven. |

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
The meeting was called to order by Vice Chairman Joe Greco at 6:34 pm. A quorum of the Board was present with Board Members Matthew Olguin, Robert Schoen and Troy Storm absent.
- A.2 Board Members Opening Comments.
There were no opening comments by the Board Members.
- A.3 Citizen Communications.
(This is an opportunity for citizens to offer comments related to items not listed on the agenda. Speakers are limited to three minutes and the Board may not engage in dialog with the speakers but may offer factual corrections.)
No Citizens Communications were received.
- A.4 Presentations:
a) Cedar Park Hotel Representatives Regarding Occupancy Rates And Opportunities For Events.
At the request of the Hoteliers and concurrence of the Board, this item was postponed to the Board Meeting of October 24, 2017.

STAFF REPORTS (DISCUSSION ONLY)

- B.1 Update On New Marketing And Social Media Opportunities. (April Bear, Tourism Manager)

April Bear, Tourism Manager presented details of new marketing and promotion opportunities, including areas of social media, visitor tracking, responses to visitor marketing, and tracking attendance by potential visitors who respond to social media and similar promotions.

April also presented a calendar listing of events sponsored by the Tourism Board for FY 2018. This listing only included events that received Hotel Occupancy Tax incentives. The Board asked if it were possible the Calendar be expanded to include other events and attractions including the Steam Train, TXMOST, the HEB Center at Cedar Park as well as the Stars and the Spurs. April indicated she would try and create a more inclusive calendar.

CONSENT AGENDA

Pursuant To Tourism Advisory Board Rule, the Consent Agenda consists of all items set forth on Agenda Items C.1, C.2, and C.3. The Consent Agenda May Be Approved By A Single Motion.

- C.1 Approval Of The Minutes From The August 22, 2017 Tourism Advisory Board Called Meeting.
- C.2 Authorization To Excuse The Absence Of Board Member Troy Storm From The August 22, 2017 Board Meeting.
- C.3 Authorization To Excuse The Absence Of Board Member Jeff Kikel From The August 22, 2017 Board Meeting.
Board Member Linda Ayotte moved to approve the Consent Calendar. Board Member Jeff Kikel seconded the Motion. The Consent Calendar was approved by a majority vote of 4-0 with Board Members Olguin, Schoen, and Storm absent.

REGULAR AGENDA (DISCUSSION AND POSSIBLE ACTION)

- D.1 Consider Board Designations For Sub-Committee Members.
Duane Smith provided the subcommittees as approved by the Board at the August 22 Board Meeting for review. He noted that staff was asking the Board to consider an additional subcommittee to coordinate with April Bear in the development of a multi-year strategy for Tourism Development. The Board concurred with this request as an appropriate activity.

Board Member Jeff Kikel moved to approve the creation of a Visitor Development Planning Subcommittee. Board member Linda Ayotte seconded the Motion. The Motion was approved by a majority vote of 4-0 with Board Members Olguin, Schoen, and Storm being absent.

The Board then consider membership on the subcommittee. Boards Members Jeff Kikel, Joe Greco, and Tona Allen expressed willingness to serve on the subcommittee.

Board Member Lynda Ayotte moved to approve Board Members Kikel, Greco, and Allen as subcommittee members. Board Member Jeff Kikel seconded the motion. The Motion was approved by a majority vote of 4-0 with Board Members Olguin, Schoen, and Storm being absent.

April Bear, Tourism Manager will coordinate activities and meetings of the subcommittee.

- D.2 Consider Opportunity To Address Hotel Occupancy Concerns And Develop A Multi-Year Visitor Development Strategy.

This item was tabled as the Board had addressed the creation of a subcommittee and members under Agenda Item D.1.

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action. The Board may use Closing Comments to request future agenda items.)

- E.1 Board Members Closing Comments.

Duane Smith noted the Chamber had scheduled a Business After Hours event at from 5-pm to 7 pm meeting scheduled for October 24th at SpringHills Suites. The Board agreed to stay with the Board meeting as scheduled.

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, October 24, 2017 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

- F.1. Adjournment.

There being no further business the meeting of the Tourism Advisory Board was adjourned at 7:07 pm.

PASSED AND APPROVED THE 24th DAY OF OCTOBER, 2017.



MATTHEW OLGUIN, CHAIR

ATTESTED BY:

 

LINDA AYOTTE, SECTARY